



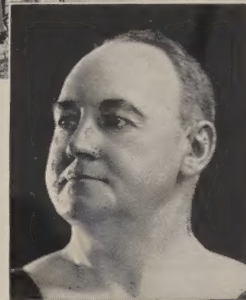


I am never tired of singing the praises of cycling as being at once the simplest and most pleasurable way of improving or retaining fitness. I have been a keen and, I hope, a "real" cyclist for some 44 summers and winters. I emphasize the winters because I steadfastly advocate that cycling should not by any means be a summer-time pursuit, but an all-the-year-round pastime.

Perhaps the first thing you notice when you take to the wheel is newly-found hardiness and fitness, the ability to withstand the inclemencies of the weather. Cyclists do not easily take cold; they always have a good appetite, enjoy a good night's rest, and possess a fund of vital energy which enables them to enjoy work and play to the full.

There are many millions of cyclists upon our roads—in fact there are few homes without at least one bicycle—and millions of workers who appreciate the independence of cycling, instead of having to rely upon bus, tram or train, and who keep their health at concert pitch solely through their regular rides backwards and forwards to and from work.

I have, for the last 35 years, been in the habit of advising the regular use of the bicycle for poor circulation, indigestion, insomnia, neurasthenia, emaciation, poor leg development, obesity, general lack of fitness and stamina power for games such as golf, tennis, etc., and to thousands of athletes and physical culturists anxious to improve fitness and to gain in endurance.



THOMAS INCH, the world-famous Health Specialist.

A tribute to the great value of the bicycle as a curative agent, from the pen of a famous Health Authority, Mr. Thomas Inch. Himself a keen cyclist, for many years he has advocated the claims of the Bicycle as the best means of improving health and fitness, at small cost, and in most pleasant manner.

My personal preference is, and always has been, a B.S.A., of which machine I have had half a dozen mounts, and a B.S.A. lightweight, with the famous B.S.A. 3-speed gear for hilly country or "against the wind", using discretion as to speed and distance, and not being too proud to walk a stiff hill until you in turn become a "real" cyclist, could be ridden by practically anyone, regardless of age, sex or condition, and with every possible benefit to health.

The outstanding claim for cycling is that it conduces to longevity—if you want to live to a ripe old age, the finest thing you can do is buy a bicycle. I might add, while you are about it, get the best; they are all obtainable on easy terms, so don't spoil the ship for a ha'porth of tar.

I remember that, some years ago, a letter was sent to the medical profession to ascertain their attitude towards cycling as a health factor. It was amazing to find the enthusiasm with which doctors replied. It seemed they were practically all keen cyclists, and they recommended it for all kinds of complaints, exactly as I myself have done—a sure cure for dreaded insomnia, a protector for the shattered nerves of the neurasthenic.

One or two definitely stated that a weak heart need not stop a person taking to cycling, provided discretion was used. Recently the approach to medical men has been repeated, and out of 3,500 doctors asked about cycling in relation to National Fitness, only seven sent hostile replies—the others were almost unanimous in advocating the bicycle.

The Medical Profession, as a matter of fact, has admitted that cyclists give less trouble than any other class of patient. One doctor stated, "I advise cycling for children in the developing ages, for adolescent youths"; another, "The pedal cycle has enriched civilization"; and still another, "If more people cycled to-day there would be less feebleness, less fat (a tip here for people "slimming"), less fatigue, less FEAR".

I agree heartily—my concluding note is that cycling gives nerves of steel. I have never thought of training for my many world's records and championships without my bicycle. At the age of 56 I am still challenging the best champion weight-lifters in Britain, and I am only able to do this because I still cycle and because I have always done so.

GUIDE TO B.S.A. 1938 MODELS

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T. Inch

World's Record Holder, Weight Lifting.

1938.

The Science behind B.S.A. Bicycle Production

which means miles and miles of effortless riding



For over 60 years the name B.S.A. has been famous throughout the Cycling world. First for B.S.A. Quality Fittings and since 1908 for Bicycles built throughout in the B.S.A. works. Before any B.S.A. Bicycle is placed on the market searching investigation and tests are made to ensure that the design is just right and that the machine will possess an individuality that will hall-mark it immediately as a quality product. But that is not all. In the B.S.A. Factory a rigid schedule of testing and checking is incorporated in the system of production: materials in the raw state are scientifically analysed by fully qualified metallurgists; **plating, special bonderizing anti-rust treatment, enamelling, hardening and all other processes are supervised by expert chemists;** white-coated inspectors examine and check with modern scientific instruments after every manufacturing process. Every B.S.A. frame is individually produced, accurate jigs being used to ensure that all frames of a type are identical—because it is the B.S.A. policy that all parts shall be so accurate that they are interchangeable.

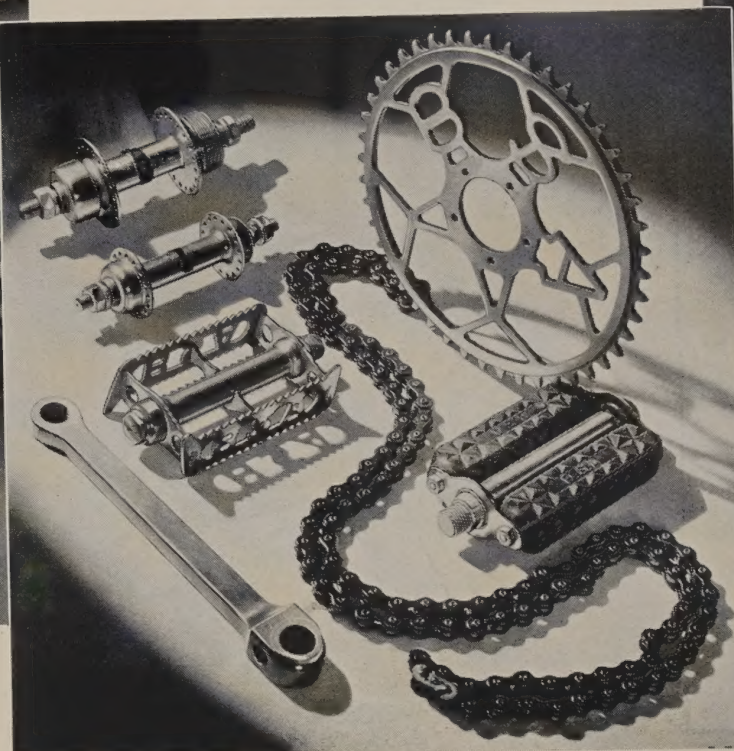
Accuracy of parts like the B.S.A. Chainwheel and Cranks, B.S.A. Chain, B.S.A. Pedals, B.S.A. Hubs, etc., has made the B.S.A. reputation famous all over the world. Visit any Cycle race track and you will find 80% of the competitors using the B.S.A. Chainwheel. They know—and they trust B.S.A. B.S.A. scientific production means easier riding for you.



Quality Features of B.S.A. Bicycles.



Top picture: The B.S.A. Inspection Department.
Bottom picture: In the B.S.A. Laboratory.



Top picture: Building B.S.A. Frames.
Bottom picture: In the B.S.A. Smithy.



B.S.A. Sports Bicycles

A special feature of B.S.A. Sports models is the fully brazed frame with solid front fork-ends. These are real **QUALITY** machines with a specification that every cyclist will appreciate.

Model 803 A £5.10s.

Model 803 D £6.11s.
With B.S.A. Three-speed hub

Model 803 AX £6.4s.
With B.S.A. hub brakes

Model 803 DX £7.5s.
With B.S.A. Three-speed hub and B.S.A. hub brakes

Model 803 A can be supplied with B.S.A. Dual-Purpose Gear at an extra charge of 26/6
Lucas 6-volt Dynamo Lighting Set 19/- extra

B.S.A. Sports Bicycles

Frame. 20 in. and 21 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Special rake with solid ends.

Wheels. 26 in. x 1 1/4 in. Endrick.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. reversible, one fixed cog and one free wheel, with wing nuts.

Pedals. B.S.A. rat-trap.

Handlebar. Lauterwasser, black, on adjustable stem. Chromium plated 1/6 extra.

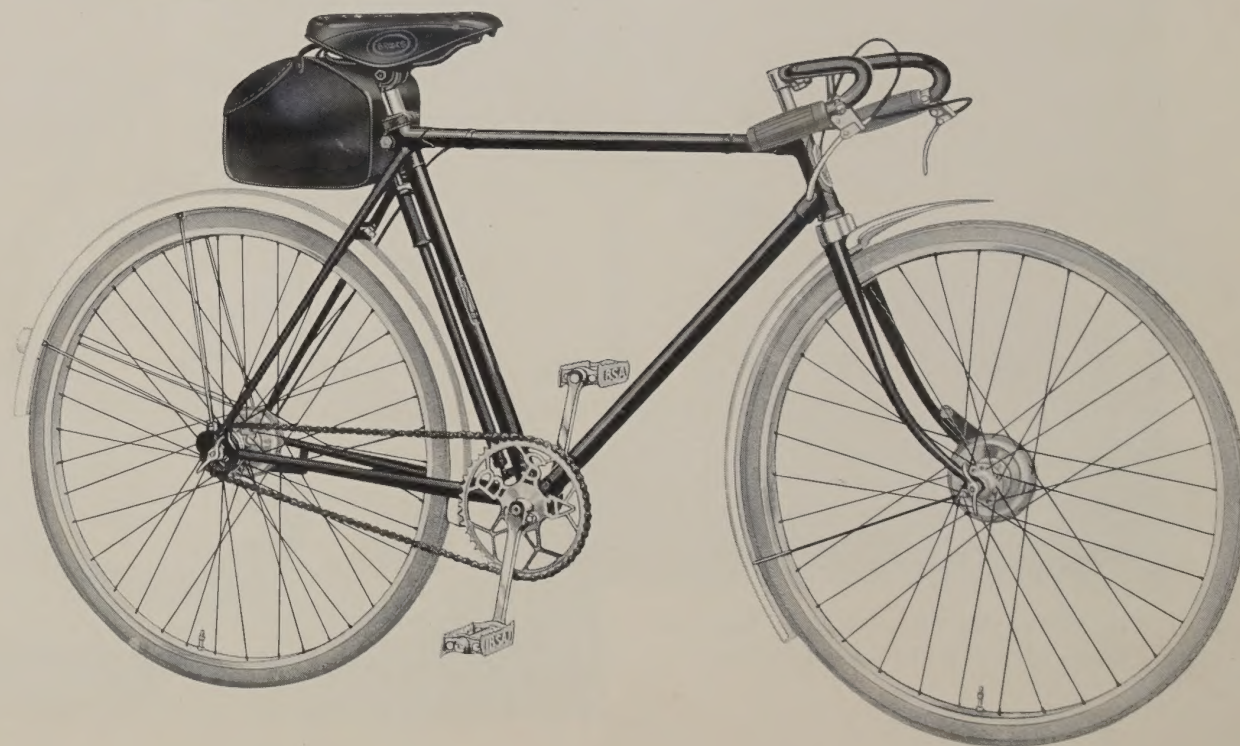
Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white. Spear-point extension.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, hold-all bag, two spanners, and rear reflector.





B.S.A. Sports Bicycle

Frame. 21 in. Taper seat and chain stays brazed-up, forward drop-out fork-ends. Patterned lugs.

Forks. Solid ends.

Wheels. 26 in. x 1 1/4 in. Endrick.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. reversible, one fixed cog and one free wheel, with wing nuts.

Pedals. B.S.A. rubber.

Handlebar. Dropped or upturned, black, on adjustable stem. Chromium plated 1/6 extra.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white. Spearpoint extension.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector.

The B.S.A. Sports Bicycle

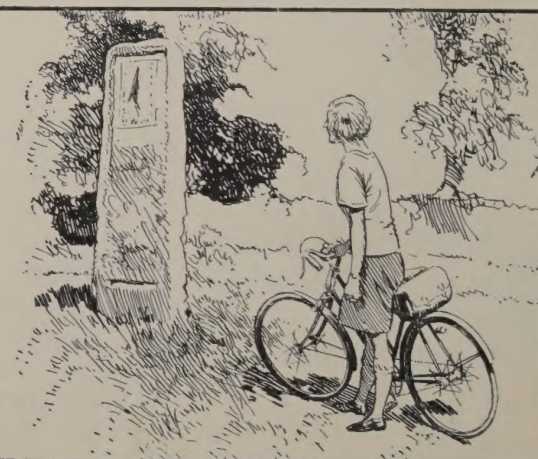
Here is a lady's sports model designed for the young rider who wants a counterpart to the very popular gent.'s B.S.A. Sports Bicycles. Like model 803 A this machine has an all-brazed frame with solid front fork-ends, features that undoubtedly make a strong appeal to woman riders to-day. The famous B.S.A. Three-speed hub, which adds to your ease and speed in riding, and B.S.A. hub brakes are alternative items of equipment listed with this model.

Model 821 A £5. 10s.

B.S.A. hub brakes 14/- extra

Model 821 D with B.S.A. Three-speed hub £6. 11s.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Gold Vase Bicycle

For the rider who wants a variation from the usual three-speed type of machine the B.S.A. Gold Vase model fitted with Cyclo three-speed derailleur gear has proved a very popular mount during the last two years. With fully brazed-up frame and solid front fork-ends it is a model with a very definite appeal to clubmen on account of its outstanding value.

Model 803 T

£6. 12. 6.

Model 803 TX

£7. 6. 6.

With B.S.A. hub brakes

B.S.A. Gold Vase Bicycle

Frame. 20 in. and 21 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Special rake with solid ends.

Wheels. 26 in. x $1\frac{1}{4}$ in. Endrick.

Tyres. Dunlop SPORTS.

Hubs. B.S.A. with wing nuts.

Gear. Cyclo Three-speed. 57, 70 and 85.

Pedals. B.S.A. rat-trap.

Handlebar. Lauterwasser, black, on adjustable stem. Chromium plated $1/6$ extra.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white. Spear-point extension.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, hold-all bag, two spanners, and rear reflector.





B.S.A. Gold Vase Bicycle

Frame. 21 in. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Solid ends.

Wheels. 26 in. x 1 1/4 in. Endrick.

Tyres. Dunlop SPORTS.

Hubs. B.S.A. with wing nuts.

Gear. Cyclo Three-speed.

Pedals. B.S.A. rubber.

Handlebar. Dropped or upturned, black, on adjustable stem. Chromium plated 1/6 extra.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white. Spearpoint extension.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated parts.

Equipment. Inflator, holdall bag, two spanners, and rear reflector.

The B.S.A. Gold Vase Bicycle

Lady riders who are keen on touring will find this B.S.A. Gold Vase model a really delightful machine for the purpose, with a quality specification, including Cyclo derailleur three-speed gear, which leaves nothing to be desired. Like all other B.S.A. Sports models it has a fully brazed frame with solid front fork-ends. Two B.S.A. caliper brakes and white enamelled mudguards are other features of this really attractive looking Bicycle that will appeal to ladies.

Model 821 T £6. 12. 6.

Model 821 TX With B.S.A. hub brakes £7. 6. 6.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Sports Roadster Bicycle

Frame. 22 in. and 23 in. with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Special rake with solid ends.

Wheels. 26 in. x 1 3/8 in. Endrick.

Tyres. Dunlop SPORTS.

Pedals. B.S.A. rubber.

Handlebar. Upturned, chromium plated on adjustable stem.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white. Spearpoint extension.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector.

The B.S.A. Sports Roadster Bicycle

The model for the cyclist who uses his bicycle daily for town riding and for week-end and holiday tours. It is a light easy-running machine, equipped with Dunlop 1 3/8 in. tyres which are particularly suitable for town riding, an adjustable handlebar stem, and the option of a leather top or spring seat saddle. Like all B.S.A. Sports models it has fully brazed-up frame and solid front fork-ends.

Model 804 AC £5. 10s.

B.S.A. hub brakes 14/- extra

Model 804 DC With B.S.A. Three-speed hub £6. 11s.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Sports Roadster Bicycle

Frame. 21 in. and 22 in. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Solid ends.

Wheels. 26 in. x 1 3/8 in. Endrick.

Tyres. Dunlop SPORTS.

Pedals. B.S.A. rubber.

Handlebar. Upturned, chromium plated, on adjustable stem.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white. Spearpoint extension.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. Chain guard.

The B.S.A. Sports Roadster Bicycle

This is a very popular model amongst business girls who use their bicycles daily. It combines the light weight and general features of a sports machine with the additional specification and equipment of a roadster—chainguard, 1 3/8 in. Dunlop tyres, etc. The front fork-ends are solid, and the frame is fully brazed. It is a smart, easy-running machine, and wonderful value for money.

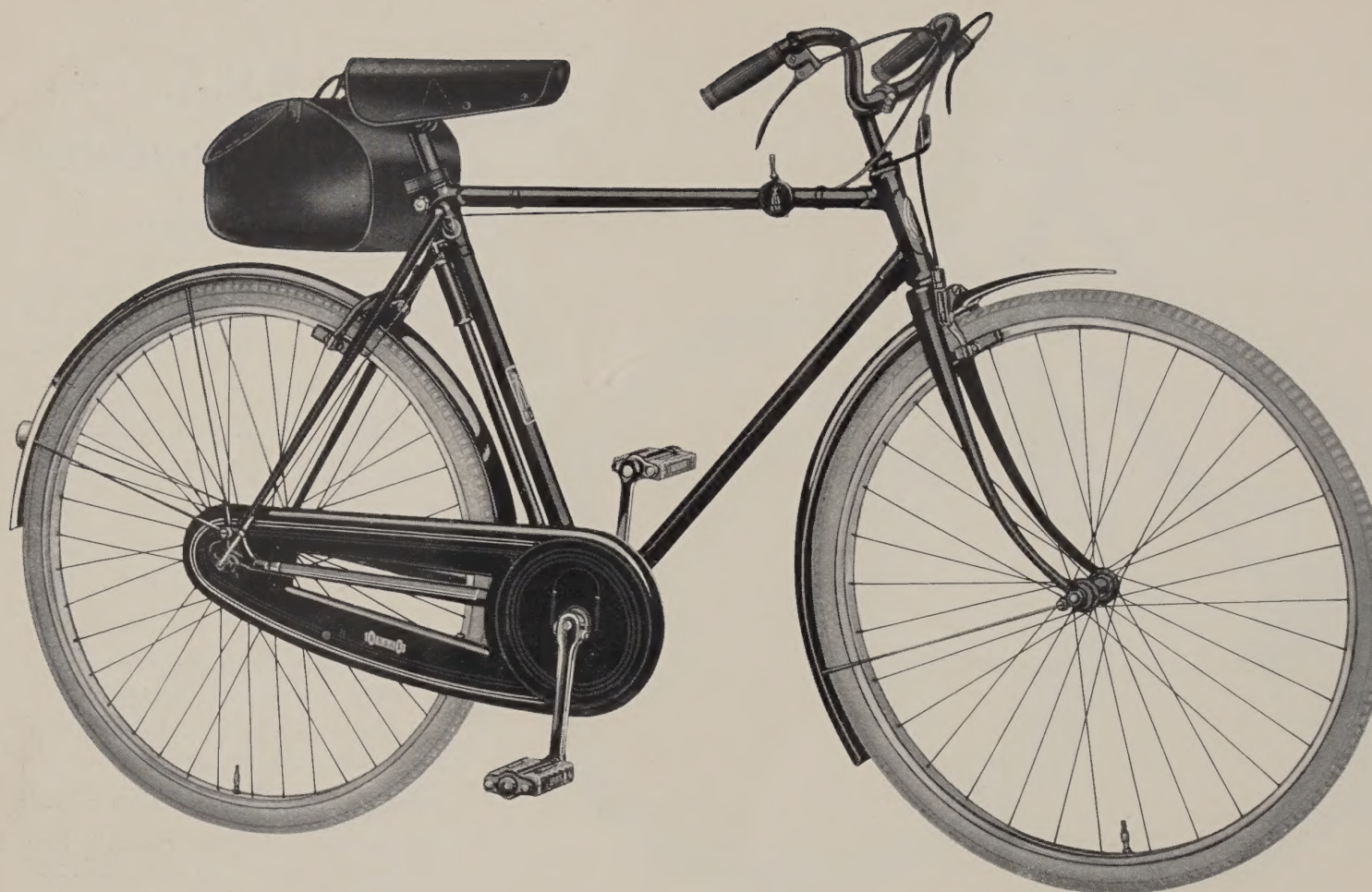
Model 822 AC £5. 10s.

B.S.A. hub brakes 14/- extra

Model 822 DC With B.S.A. Three-speed hub £6. 11s.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Sports All-Black Tourist

Frame. 22 in. and 23 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Special rake with solid ends.

Wheels. 26 in. x $1\frac{3}{8}$ in. Endrick

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable.

Pedals. B.S.A. rubber.

Handlebar. Raised bend, black, on adjustable stem.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled. Spearpoint extension.

Saddle. Brooks Spring Seat.

Finish. All-Black.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

The B.S.A. Sports All-Black Tourist

This is a general utility machine with all-black finish suitable for all-the-year-round riding. It is fitted with the famous B.S.A. three-speed hub which gives easier riding and greater mileage at the touch of a small lever. The B.S.A. oil-bath detachable gearcase, and a comfortable Brooks spring seat are other prominent features of the generous specification of this machine. It can be fitted with B.S.A. hub brakes instead of caliper brakes if desired at an extra charge.

Model 804 N. AB £6. 19. 6. Model 804 NX. AB With B.S.A. hub brakes £7. 14s.

Lucas 6-volt Dynamo Lighting Set 19/- extra



Frame. 20 in., 21 in., and 22 in., with parallel top tube. Taper seat and $\frac{3}{4}$ in. chain stays brazed up, forward drop-out fork ends. Built with Reynolds 531 tubing. Patterned lugs. Wheelbase 41 in.

Forks. Russ pattern with plated solid ends. Lugs for mudguard stays and adjustable lamp bracket brazed on.

Wheels. 26 in. x $1\frac{1}{2}$ in. Endrick. D.B. spokes.

Tyres. Dunlop SPRITE or SPEED.

Hubs. B.S.A. reversible, two fixed cogs, with wing nuts.

Chainwheel. B.S.A. 5-pin detachable.

Pedals. B.S.A. lightweight.

Handlebar. Highgate, celluloid covered, on 2 in. adjustable stem. Headclip fixing.

Brake. Rear Resilion Cantilever.

Mudguards. White celluloid, quickly detachable, mudflap to front.

Saddle. Brooks B.15, with solid leather top.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector.

Model 845 B £7. 14s.

With rear Resilion Cantilever Brake

Model 845 A £8. 8s.

With fixed cog and free wheel, and two Resilion Cantilever Brakes

B.S.A. D.P. Gear 26/6 extra

Model 845 D £9. 5s.

With B.S.A. Three-speed hub and two Resilion Cantilever Brakes

Lucas 6-volt Dynamo Lighting Set 19/- extra



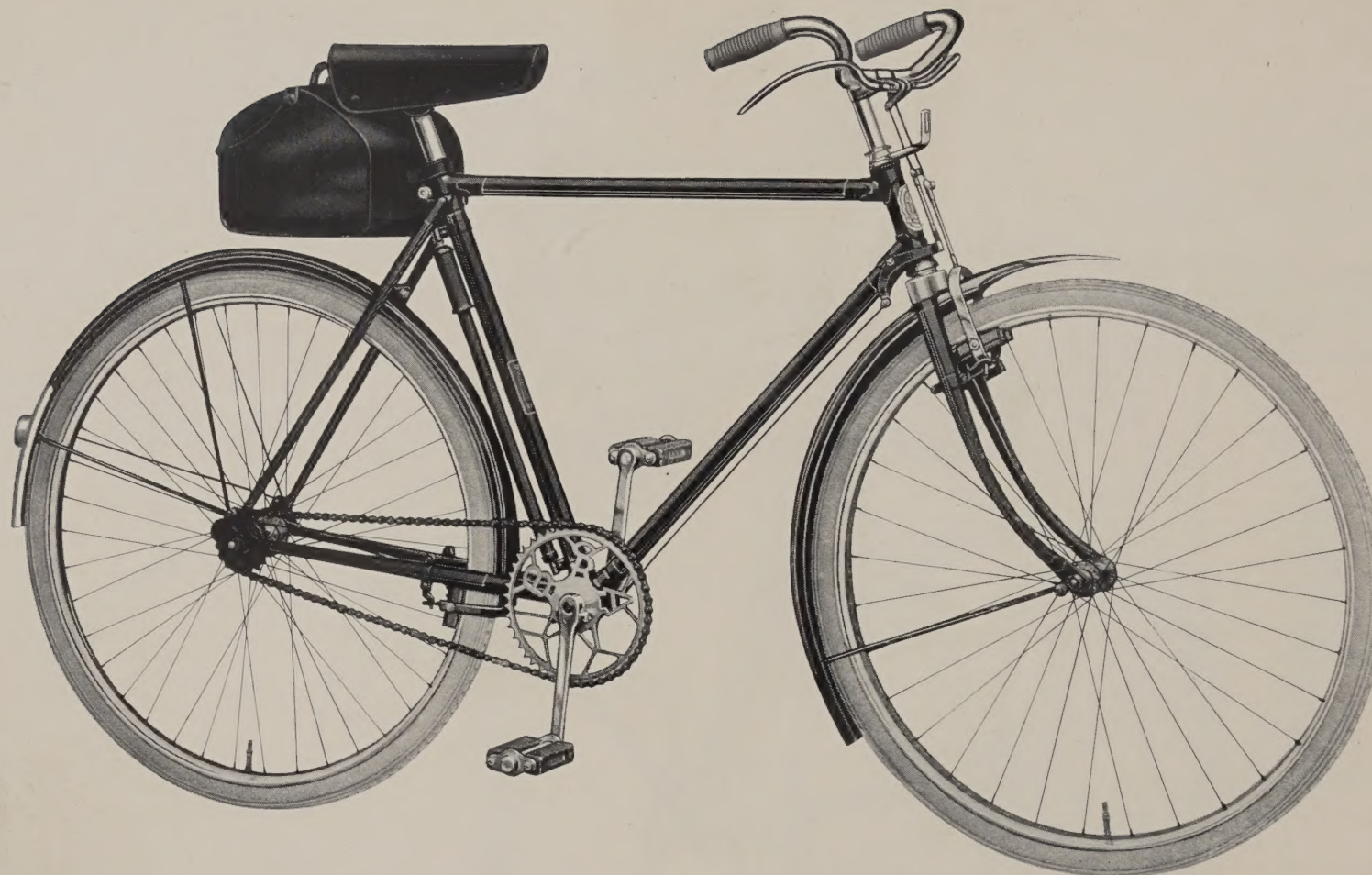
B.S.A. Gold Medal Bicycle

Short Wheelbase model

A high-grade medium-priced machine for the serious clubman—with upright frame, 41 in. wheelbase, Reynolds 531 tubing, B.S.A. hubs, Resilion cantilever brake, Russ forks, etc.—a real QUALITY specification. The attractive Gold Medal transfer illustrated is affixed to the down tube.



Page Nine



B.S.A. Sports Roadster Bicycle

Frame. 22 in. and 23 in. with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Wheels. 26 in. x $1\frac{3}{8}$ in. Westwood.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A., with Free Wheel.

Pedals. B.S.A. rubber.

Handlebar. North Road upturned or dropped to order.

Brakes. Two B.S.A. central pull.

Mudguards. Light steel enamelled. Spearpoint extension with chromium plated tip.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black, lined green and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

The B.S.A. Sports Roadster Bicycle—

A light sports type machine with parallel top tube and roller lever brakes which will make a strong appeal to the rider who wants a bicycle for everyday and week-end riding, and who does not favour the cable-operated type of brake. With fully brazed-up frame, B.S.A. cranks, B.S.A. chainwheel, Brooks saddle or Terry Spring Seat it is a high quality bicycle that will give many years of reliable service.

Model 804 A £5. 10s.

B.S.A. hub brakes 14/- extra

Model 804 D With B.S.A. Three-speed hub £6 11s.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Sports Roadster Bicycle

Frame. 21 in. and 22 in. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Wheels. 26 in. x $1\frac{3}{8}$ in. Westwood.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A., with Free Wheel.

Pedals. B.S.A. rubber.

Handlebar. North Road upturned, or dropped to order.

Brakes. Two B.S.A. central pull.

Mudguards. Light steel enamelled. Spearpoint extension with chromium plated tip.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black, lined green, and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard. Chain guard.

The B.S.A. Sports Roadster Bicycle

The business girl who wants a smart machine for her daily ride to and from business and for week-end touring will appreciate the attractive appearance, light weight and easy running of this B.S.A. model. Its quality specification includes chainguard, B.S.A. roller lever brakes, B.S.A. free wheel, B.S.A. chainwheel and cranks, Brooks saddle or Terry Spring Seat. It can be supplied with upturned or dropped handlebar to order.

Model 822 A £5. 10s.

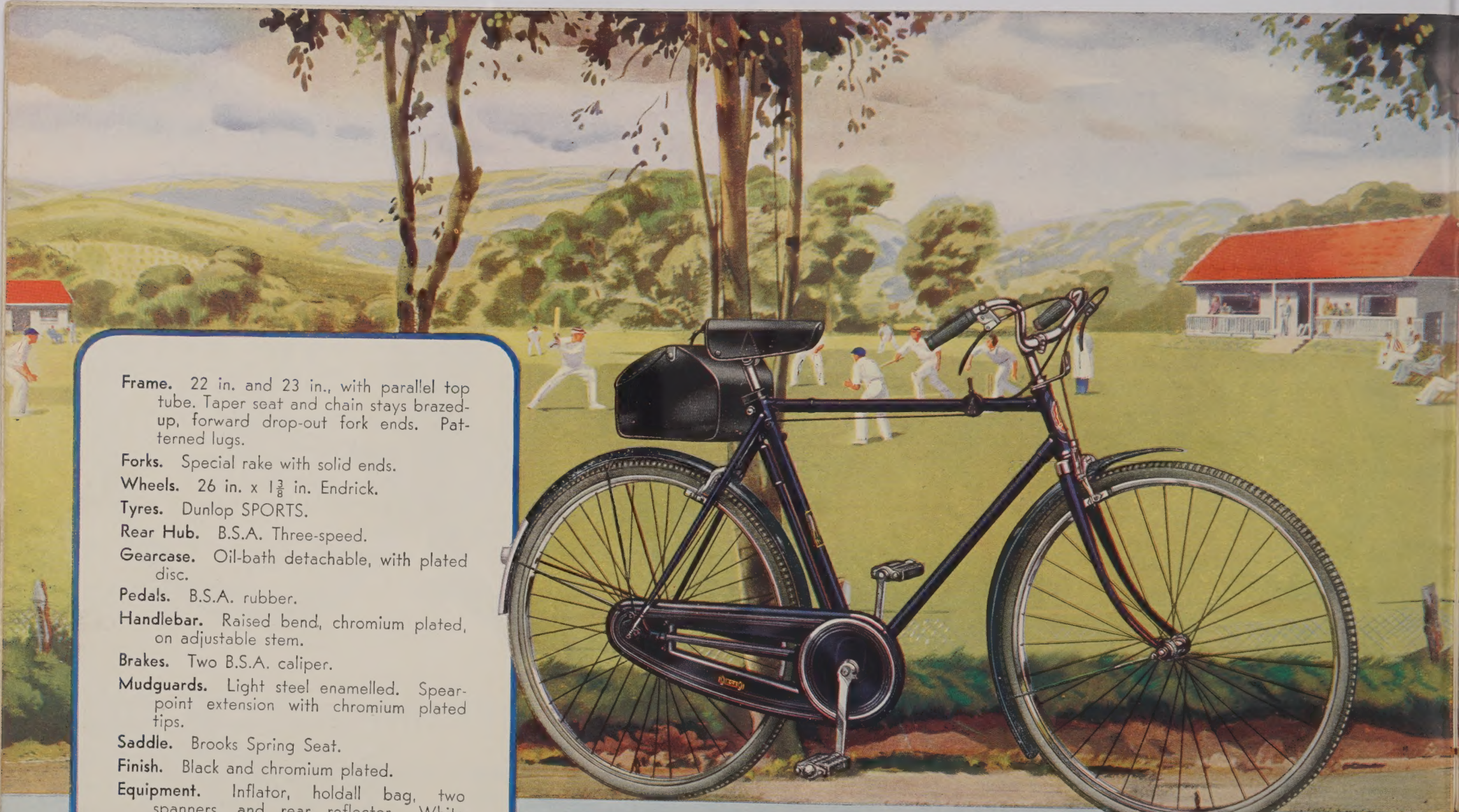
Model 822 D With B.S.A. Three-speed hub £6. 11s.

State whether upturned or dropped handlebar required

B.S.A. hub brakes 14/- extra

Lucas 6-volt Dynamo Lighting Set 19/- extra





Frame. 22 in. and 23 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Special rake with solid ends.

Wheels. 26 in. x $1\frac{3}{8}$ in. Endrick.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable, with plated disc.

Pedals. B.S.A. rubber.

Handlebar. Raised bend, chromium plated, on adjustable stem.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled. Spear-point extension with chromium plated tips.

Saddle. Brooks Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

Model 804 N £6. 19. 6.

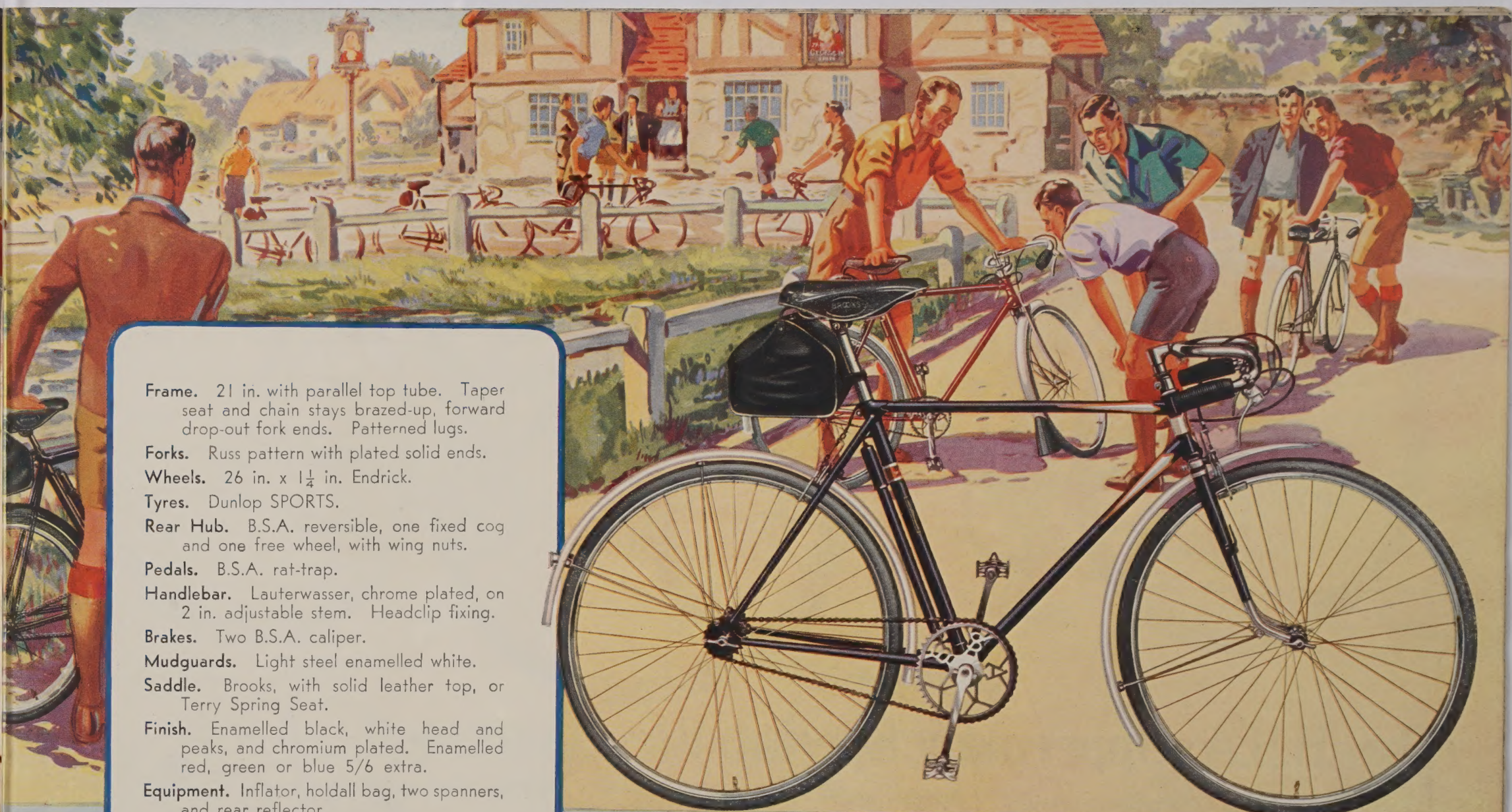
Model 804 NX £7. 14s.

With B.S.A. hub brakes

Lucas 6-volt Dynamo Lighting Set 19/- extra

B.S.A. Sports Tourist Bicycle with B.S.A. Three-speed Hub

A fully-equipped light touring machine with a high-quality specification. The B.S.A. three-speed hub will give added pleasure to your miles, while the B.S.A. oil-bath gearcase with a smart plated disc, B.S.A. caliper brakes, and comfortable Brooks Spring Seat are other valuable features that will be appreciated by the keen tourist.



Frame. 21 in. with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Russ pattern with plated solid ends.

Wheels. 26 in. x 1¼ in. Endrick.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. reversible, one fixed cog and one free wheel, with wing nuts.

Pedals. B.S.A. rat-trap.

Handlebar. Lauterwasser, chrome plated, on 2 in. adjustable stem. Headclip fixing.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled white.

Saddle. Brooks, with solid leather top, or Terry Spring Seat.

Finish. Enamelled black, white head and peaks, and chromium plated. Enamelled red, green or blue 5/6 extra.

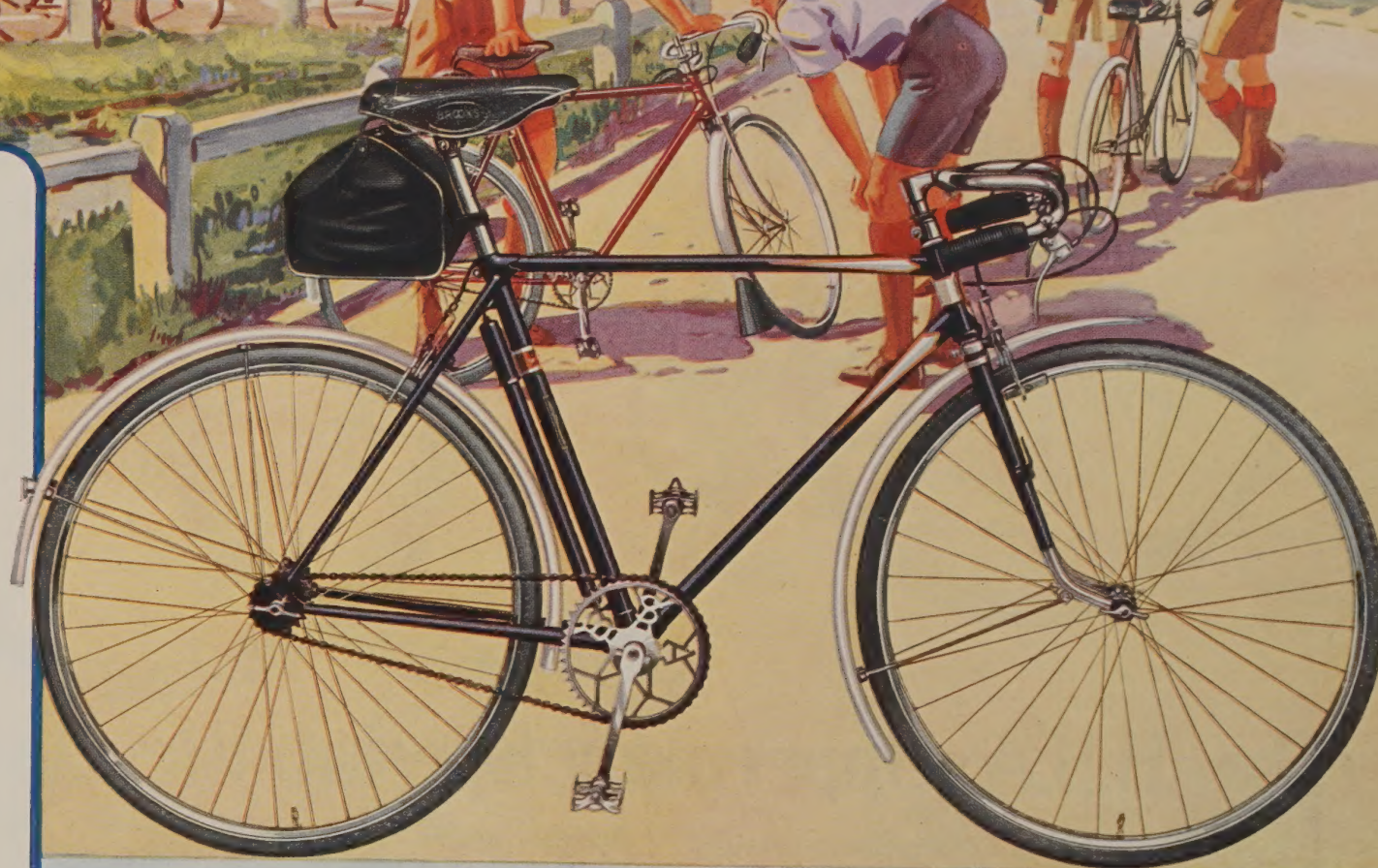
Equipment. Inflator, holdall bag, two spanners, and rear reflector.

Model 811 A £6. 6s.

Model 811 D £7. 7s.

With B.S.A. Three-speed hub

Lucas 6-volt Dynamo Lighting Set 19/- extra



B.S.A. Gold Band Bicycle

A new model in the B.S.A. range, outstandingly attractive in finish, that will please the rider whose tastes incline to "something different". The frame is enamelled black with white head and peaks, and carries a neat gold band transfer on the seat tube. If you prefer colour you can have red, green or blue instead of black at an extra charge of 5/6.





B.S.A. Opperman Special Bicycle

Frame. 20 in., 21 in., 22 in. $\frac{1}{2}$ in. round taper seat and $\frac{3}{4}$ in. chain stays brazed-up. Built with Reynolds 531 tubing. Specially lightened and patterned lugs. Wheelbase 41 ins.

Forks. Russ pattern chromium plated, with solid ends. Adjustable lamp bracket.

Wheels. 26 in. x $1\frac{1}{4}$ in. Endrick light. D.B. spokes.

Tyres. Dunlop HIGH PRESSURE.

Hubs. B.S.A. lightweight.

Cranks. B.S.A. $6\frac{1}{2}$ in. fluted, hardened and tempered.

Pedals. B.S.A. Lightweight rat-trap.

Handlebar. Highgate, chromium plated on adjustable angle stem.

Brake. Rear Resilion Cantilever.

Mudguards. White celluloid, quickly detachable, mudflap to front.

Saddle. Brooks B.17 Champion with solid leather top.

Finish. Black and chromium plated. Enamelled blue, green or special "Oppy" red 7/6 extra.

Equipment. 15 x $\frac{7}{8}$ in. inflator, large holdall bag, Tecalet oil gun, two spanners and rear reflector.

The B.S.A. Opperman Special Bicycle

Short Wheelbase model. Weight under $25\frac{1}{2}$ lbs.

Embodying all the latest luxury fittings in modern cycle design this is the machine for the specialist. Outstanding items in its high-quality specification are upright frame of Reynolds 531 tubing, $\frac{3}{16}$ in. crown race, $\frac{1}{2}$ in. seat and $\frac{3}{4}$ in. chain stays, and lightweight fittings throughout.

A special model with 20 in. frame is available for ladies, with Petronella or Brooks saddle, Lauterwasser bar and rubber pedals.

Model 885 B With reversible hub, two fixed cogs and rear Resilion Cantilever brake

£9. 17. 6.

Model 885 A With reversible hub, one fixed cog and one free wheel, and two Resilion Cantilever brakes

£10. 10s.





B.S.A. Opperman Special Bicycle

Frame. 21 in. and 22 in. $\frac{1}{2}$ in. round taper seat and $\frac{3}{4}$ in. chain stays brazed-up. Built with Reynolds 531 tubing. Specially lightened and patterned lugs. Wheelbase 41 ins.

Forks. Russ pattern, chromium plated with solid ends. Adjustable lamp bracket.

Wheels. 26 in. x $1\frac{1}{4}$ in. Endrick light. D.B. spokes.

Tyres. Dunlop HIGH PRESSURE.

Hubs. Front, B.S.A. lightweight. Rear, special unit free wheel.

Gear. Cyclo Poly close-ratio, or super Three-speed.

Cranks. B.S.A. $6\frac{1}{2}$ in. fluted, hardened and tempered.

Pedals. B.S.A. Lightweight rat-trap.

Handlebar. Highgate, high manganese, chromium plated on adjustable angle stem.

Brakes. Two Resilion Cantilever.

Mudguards. White celluloid, quickly detachable, mudflap to front.

Saddle. Brooks B.17 Champion with solid leather top.

Finish. Black and chromium plated. Enamelled blue, green or special "Oppy" red 7/6 extra.

Equipment. 15 x $\frac{7}{8}$ in. inflator, large holdall bag, Tecalet oil gun, two spanners and rear reflector.

The B.S.A. Opperman Special Bicycle

Short Wheelbase model. Weight under $27\frac{1}{2}$ lbs.

Here is a luxury model in all details designed for the famous record-breaker Hubert Opperman. Upright head with $\frac{3}{16}$ in. crown race, $\frac{1}{2}$ in. seat and $\frac{3}{4}$ in. chain stays, Cyclo Poly close-ratio or super three-speed gear, and all lightweight fittings are features that the expert rider will recognise at a glance make this machine an outstanding example of the highest quality in Bicycle design.

Model 885 T

With Cyclo Poly close-ratio or super Three-speed Gear and two brakes, weight under $27\frac{1}{2}$ lbs.

£12.





B.S.A. Keep Fit Bicycle

"In my 50 years' experience I can state emphatically that there are few if any sporting pastimes that can better cycling both for mental pleasure and physical fitness", writes a Gillingham Doctor. And here is a light touring machine that has been specially designed for all men who, like this Doctor and over 3,000 other medical men, realise the advantages of the Bicycle as a means of keeping fit.

Frame. 22 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Wheels. 26 in. x 1 $\frac{3}{8}$ in. Endrick.

Tyres. Dunlop SPORTS.

Back Hub. B.S.A. with free wheel.

Gearcase. Oil-bath detachable, with plated disc.

Pedals. B.S.A. rubber.

Handlebar. North Road raised.

Brakes. B.S.A. caliper with roller lever action.

Mudguards. Light steel enamelled black.

Saddle. Brooks with solid leather top.

Finish. Black, lined green, and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

B.S.A. Keep Fit Bicycle



Cycling is undoubtedly one of the finest methods of keeping fit easily and without violent exercise, and this is just the Bicycle for the purpose. It has a comfortable Brooks Saddle, Oilbath Gearcase with a smart plated disc, and B.S.A. Caliper Brakes with rod-operated roller lever action.

Model 813 A £6. 10s.

Model 813 D £7. 11s.

With B.S.A. Three-speed hub

Lucas 6-volt Dynamo Lighting Set 19/- extra



B.S.A. Keep Fit Bicycle

A new design of frame is the feature of this bicycle which is suitable for ladies of all ages who wish to keep fit by cycling. It has a very complete specification yet is light in weight, and delightfully easy running. Note the position of the pedal in relation to the new low loop tube, which enables the rider to mount and dismount with ease and in perfect safety.

Frame. 22 in. New type of loop tube frame with a shorter head enabling the loop tube to be carried closer to the down tube while the pedal in the top position is slightly above the bottom of the loop instead of below it, thus facilitating mounting and dismounting.

Wheels. 26 in. x $1\frac{3}{8}$ in.

Tyres. Dunlop ROADSTER.

Rear Hub. B.S.A., with free wheel.

Chain Case. Full panel.

Pedals. B.S.A. $3\frac{1}{2}$ in. rubber.

Brakes. Two B.S.A. central pull.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black, lined green, and chromium plated.

Equipment. Inflator, tool bag, two spanners, and rear reflector. White patch on rear mudguard.



B.S.A. Keep Fit Bicycle

A new design of frame with shorter head and lower loop tube, appreciably lighter in weight—that's the new B.S.A. Keep Fit Model for ladies. Miss Prunella Stack, Leader of the Women's League of Health & Beauty, has written a special booklet dealing with this model, which every woman should read. Ask for "Cycling for women of all ages".

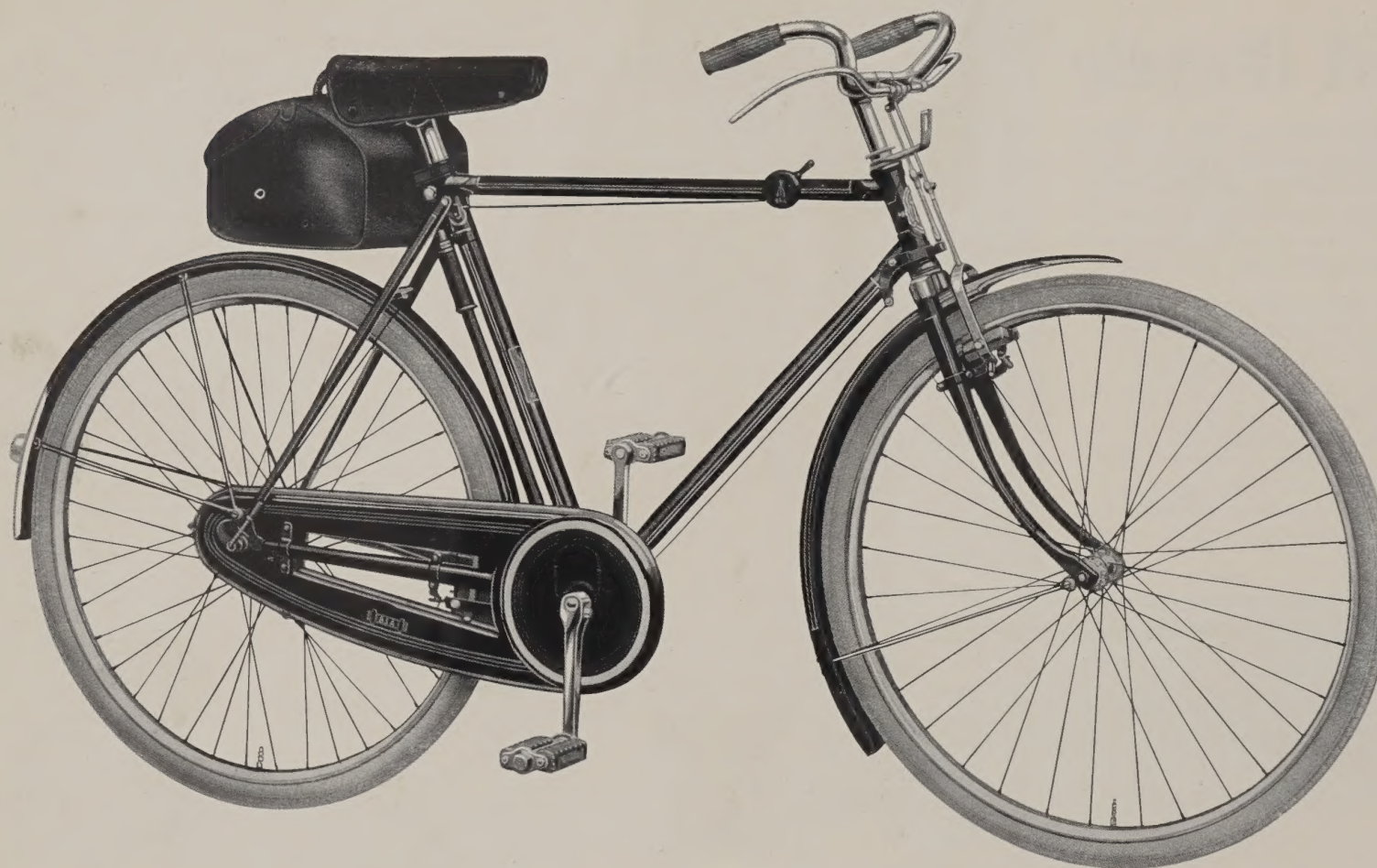
Model 826 A £5. 10s.

Model 826 D £6. 11s.

With B.S.A. Three-speed hub

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Sports Tourist Bicycle

Frame. 22 in. and 23 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Wheels. 26 in. x 1 3/8 in. Westwood.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable, with plated disc.

Pedals. B.S.A. rubber.

Handlebar. North Road raised.

Brakes. Two B.S.A. central pull.

Mudguards. Light steel enamelled, with chromium plated tip.

Saddle. Brooks Spring Seat.

Finish. Black, lined green and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

The B.S.A. Sports Tourist Bicycle

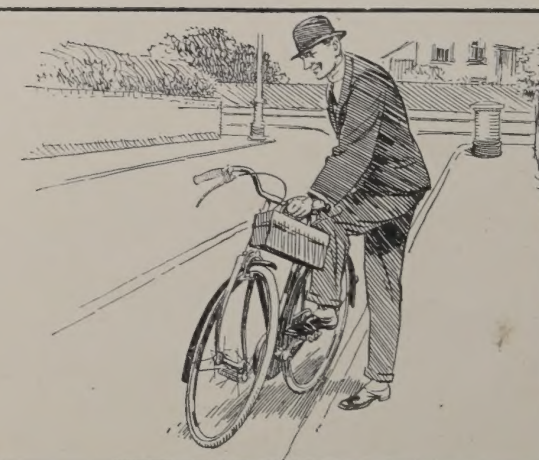
This model is ideal for the man who wants a light, fully-equipped machine for business and pleasure riding. With a comfortable Brooks Spring Seat, B.S.A. Three speed hub, B.S.A. oil-bath gearcase, B.S.A. central-pull brakes, etc., it is an outstanding example of B.S.A. Value—a machine which will give the owner many years of enjoyable cycling.

Model 804 E £6. 19. 6.

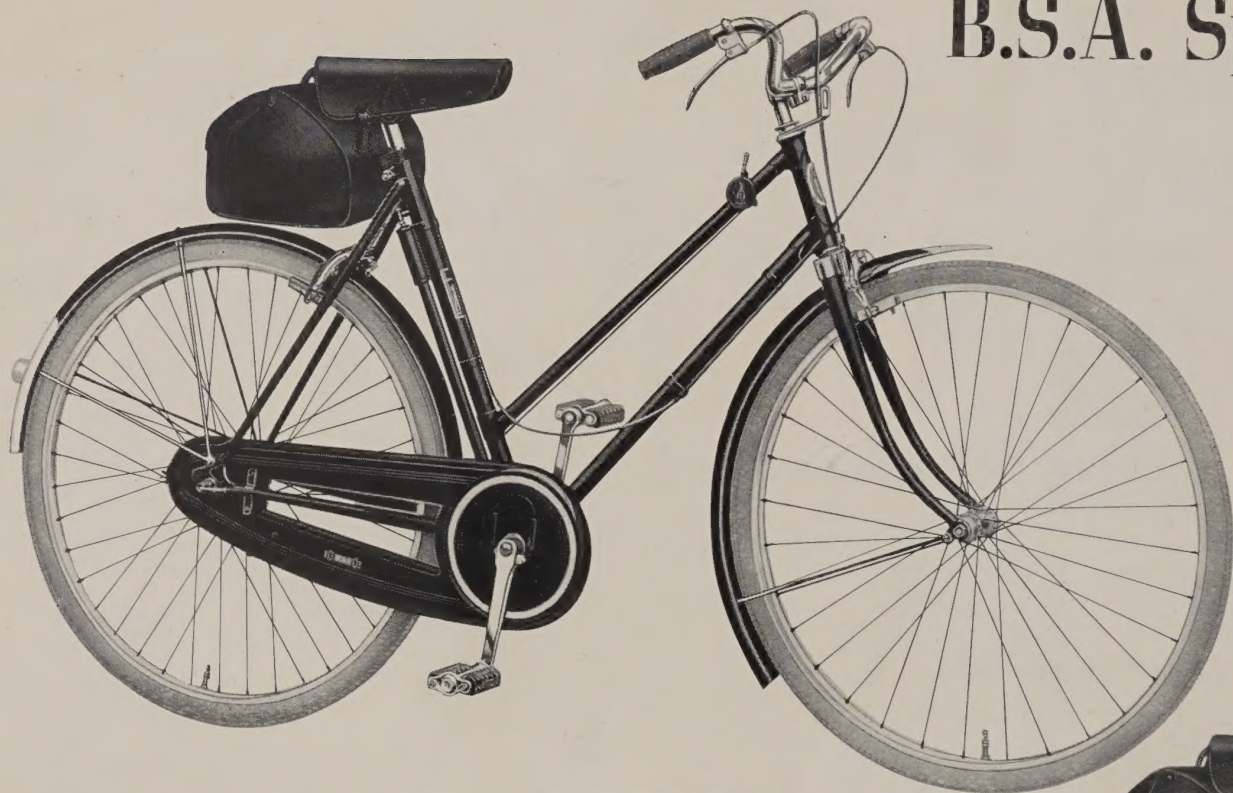
Model 804 EX With B.S.A. hub brakes

£7. 14s.

Lucas 6-volt Dynamo Lighting Set 19/- extra



B.S.A. Sports Tourist Bicycle



Frame. 21 in. and 22 in., Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Forks. Solid ends.

Wheels. 26 in. x 1 3/8 in. Endrick.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable, with plated disc.

Handlebar. Raised on adjustable stem.

Pedals. B.S.A. rubber.

Brakes. Two B.S.A. caliper.

Mudguards. Light steel enamelled, Spearpoint extension with chromium plated tip.

Saddle. Brooks Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

Model 822 N

£6. 19. 6.

Model 822 NX With hub brakes

£7. 14s.

Lucas 6-volt Dynamo Lighting Set 19/- extra

B.S.A. Sports Tourist Bicycle

Frame. 21 in. and 22 in. Taper seat and chain stays brazed-up, forward drop-out fork ends. Patterned lugs.

Wheels. 26 in. x 1 3/8 in. Westwood.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable, with plated disc.

Handlebar. North Road upturned, or to order.

Pedals. B.S.A. rubber.

Brakes. Two B.S.A. central pull.

Mudguards. Light steel enamelled Spearpoint extension with chromium plated tip.

Saddle. Brooks Spring Seat.

Finish. Black, lined green, and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector. White patch on rear mudguard.

Model 822 E

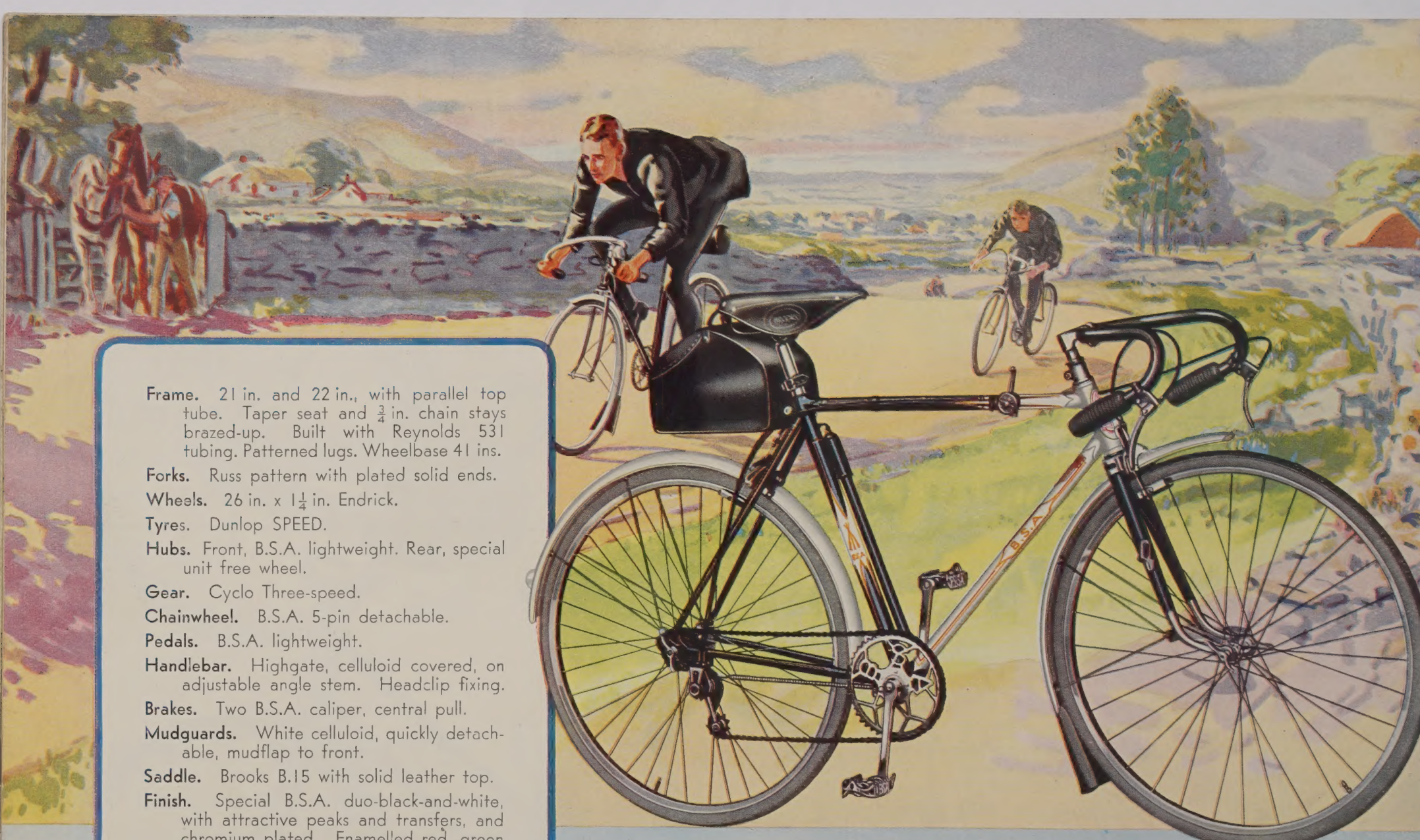
£6. 19. 6.

Model 822 EX With hub brakes

£7. 14s.

With Lucas 6-volt Dynamo Lighting Set 19/- extra





Frame. 21 in. and 22 in., with parallel top tube. Taper seat and $\frac{3}{4}$ in. chain stays brazed-up. Built with Reynolds 531 tubing. Patterned lugs. Wheelbase 41 ins.

Forks. Russ pattern with plated solid ends.

Wheels. 26 in. x $1\frac{1}{4}$ in. Endrick.

Tyres. Dunlop SPEED.

Hubs. Front, B.S.A. lightweight. Rear, special unit free wheel.

Gear. Cyclo Three-speed.

Chainwheel. B.S.A. 5-pin detachable.

Pedals. B.S.A. lightweight.

Handlebar. Highgate, celluloid covered, on adjustable angle stem. Headclip fixing.

Brakes. Two B.S.A. caliper, central pull.

Mudguards. White celluloid, quickly detachable, mudflap to front.

Saddle. Brooks B.15 with solid leather top.

Finish. Special B.S.A. duo-black-and-white, with attractive peaks and transfers, and chromium plated. Enamelled red, green or blue 7/6 extra.

Equipment. Inflator, holdall bag, two spanners and rear reflector.

Model 849 T £8. 8s.

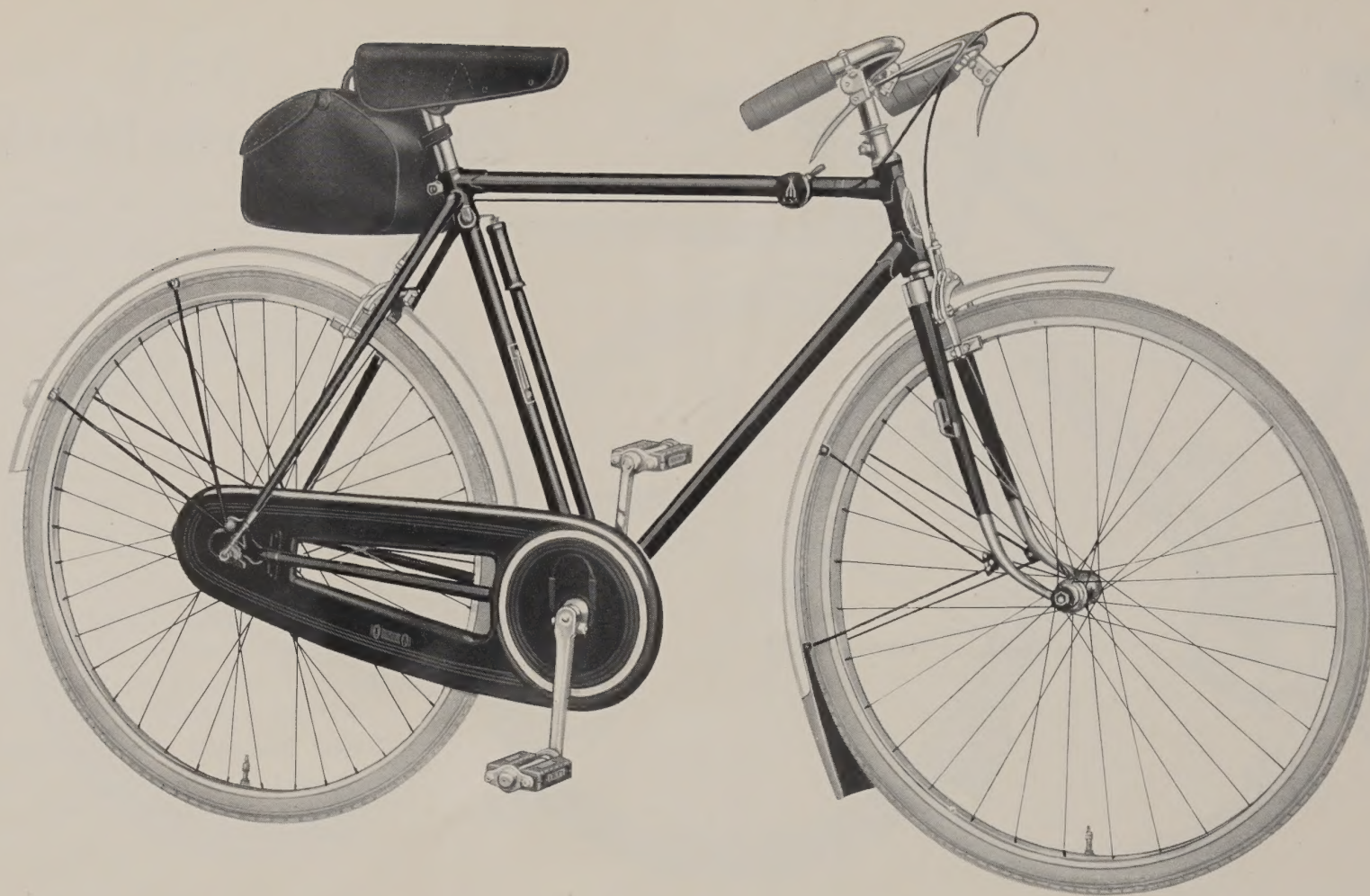
Lucas 6-volt Dynamo Lighting Set 19/- extra

B.S.A. Triple Star Bicycle

Short Wheelbase model

Distinctive in finish (special B.S.A. duo-black-and-white with attractive peaks and transfers), and outstanding in value this new B.S.A. model will soon be outstanding on the roads throughout the country. The high-grade specification includes Reynolds 531 tubing, B.S.A. detachable chainwheel, special unit type free wheel rear hub, Cyclo gear, etc.





B.S.A. Sportsman's Light Tourist

Frame. 22 in. and 23 in., with parallel top tube. Taper seat and chain stays brazed-up, forward drop-out fork ends. Built with Reynolds 531 tubing. Patterned lugs. Wheelbase 41 ins.

Forks. Russ pattern with solid ends.

Wheels. 26 in. x 1 3/8 in. Endrick.

Tyres. Dunlop SPORTS.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable.

Pedals. B.S.A. 4 in. rubber.

Handlebar. Middleton flat, celluloid covered, on adjustable stem. Head-clip fixing.

Brakes. Two B.S.A. caliper, central pull.

Mudguards. White celluloid, quickly detachable, mudflap to front.

Saddle. Brooks B.72 with solid leather top, or Terry Spring Seat.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector.

The B.S.A. Sportsman's Light Tourist

Short Wheelbase model

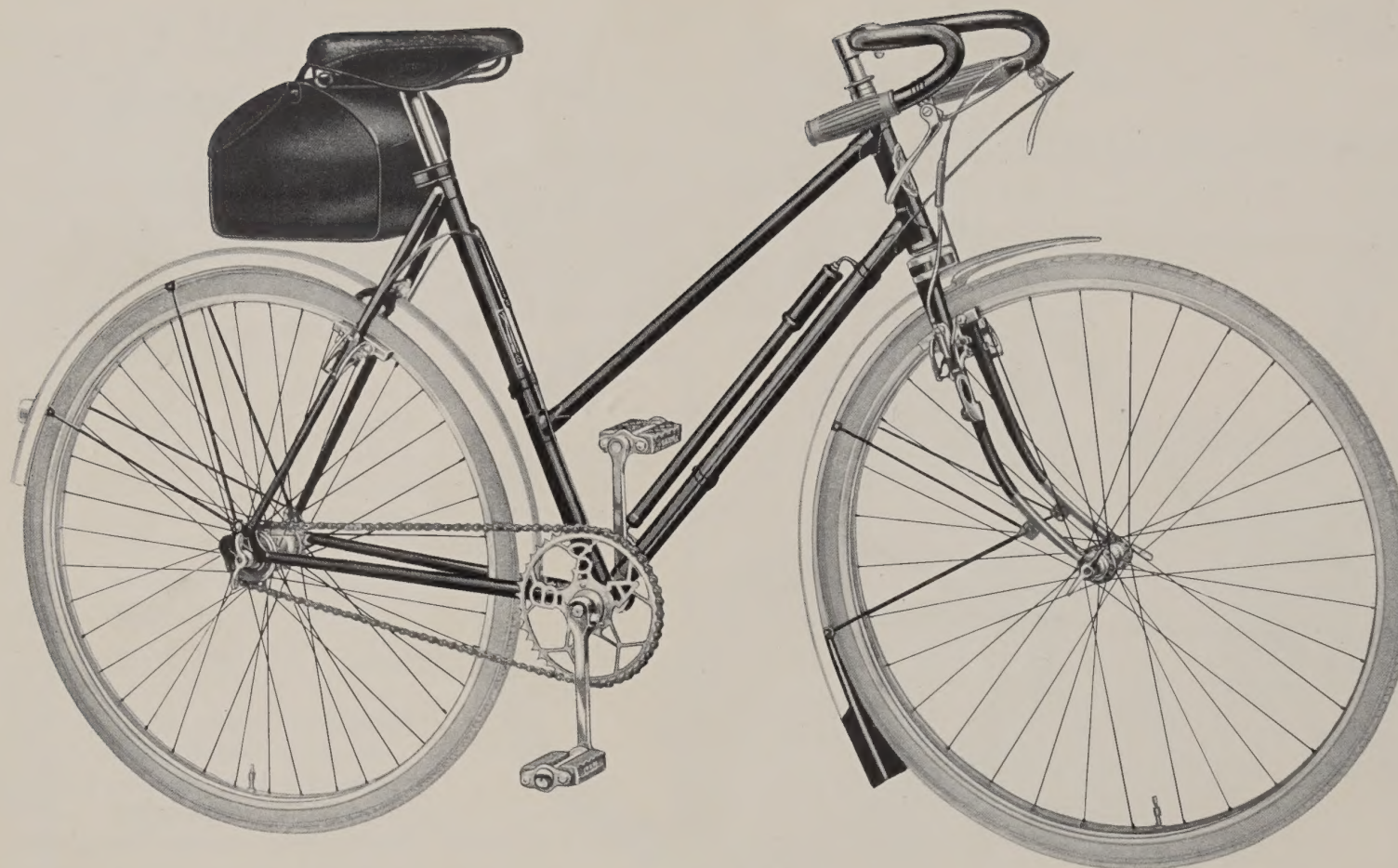
A high-quality bicycle specially designed for the rider who wants a fully equipped touring machine of the latest design. It is a lightweight model with upright frame of Reynolds 531 tubing, 41 in. wheelbase, B.S.A. Three-speed hub, B.S.A. detachable oil-bath gearcase, etc., and is particularly suitable for the man who wants a machine for regular enjoyable exercise.

Model 847 N £8. 15. 6.

B.S.A. hub brakes 14/- extra

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Petronella Bicycle

Frame. 20 in. and 21 in. Taper seat and chain stays brazed-up, forward drop-out fork ends. Built with Reynolds 531 Tubing. Patterned lugs.

Forks. A. & P. curved taper with plated solid ends.

Wheels. 26 in. x 1½ in. Endrick. D.B. spokes.

Tyres. Dunlop SPRITE or SPEED.

Pedals. B.S.A. rubber.

Handlebar. Lauterwasser, celluloid covered, on adjustable stem.

Brakes. Two Resilion Cantilever.

Mudguards. White celluloid, quickly detachable, mudflap to front.

Saddle. Petronella PT.11 or Brooks B.15 with solid leather top.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag, two spanners, and rear reflector.

The B.S.A. Petronella Bicycle

Short Wheelbase model

Designed in co-operation with Petronella, the famous woman cyclist, this model will make a strong appeal to women club riders. It has a real QUALITY specification including Reynolds 531 tubing, front forks with plated solid ends, two Resilion cantilever brakes, white celluloid mudguards, etc. It can also be equipped with the famous B.S.A. three-speed hub which adds so much ease and pleasure to your cycling.

Model 825 A £8. 13. 6. Model 825 D With B.S.A. Three-speed hub £9. 14. 6.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Light Roadster Bicycle

Frame. 22 in., 24 in., with top tube 1 in. drop.

Wheels. 26 in. x $1\frac{3}{8}$ in. Westwood.

Tyres. Dunlop ROADSTER.

Rear Hub. B.S.A., with Free Wheel.

Gear. 69.3.

Pedals. B.S.A. 4 in. rubber.

Brakes. Two B.S.A. central pull.

Saddle. Brooks with solid leather top, or Terry Spring Seat.

Finish. Black, lined green, and chromium plated. All-black to order.

Equipment. Inflator, tool bag, two spanners, and rear reflector. White patch on rear mudguard.

The B.S.A. Light Roadster Bicycle

This is a fully-equipped light roadster machine for the cyclist who prefers the sloping top tube type of frame. It has a bottom bracket centre height of only $10\frac{1}{2}$ ins. so enabling the rider to place one foot on the ground while still seated when coming to a stop in traffic. It is the perfect safety machine for town riding.

Model 801 With Eadie Coaster Hub and front rim brake

Model 801 A With B.S.A. Free Wheel and two brakes

Model 801 D With B.S.A. Three-speed hub

£5. 10s.

£6. 11s.

B.S.A. hub brakes 14/- extra

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Roadster Bicycles

The B.S.A. Roadster has been very popular for many years on account of its strength, easy running and durability. It is an ideal machine for use in the country.

Model 800 With Eadie Coaster Hub } £5. 10s.
Model 800 A With B.S.A. Free Wheel }

Model 800 D With B.S.A. Three-speed hub } £6. 11s.

Low Bracket Roadster Bicycles

With 26 in. Wheels, 22 in. and 24 in. frames only

Model 802 Specification as model 800 } £5. 10s.
Model 802 A Specification as model 800 A }

Model 802 D Specification as model 800 D } £6. 11s.

B.S.A. hub brakes 14/- extra

Lucas 6-volt Dynamo Lighting Set 19/- extra

B.S.A. Roadster Bicycles

Frame. 22 in., 24 in., and 26 in.

Wheels. 28 in. x 1½ in.

Tyres. Dunlop ROADSTER.

Rear Hub. B.S.A., with Free Wheel.

Gear. 71.5.

Brakes. Two B.S.A. central pull.

Pedals. B.S.A. 4 in. rubber.

Saddle. Brooks B.73, with solid leather top, or Terry Spring Seat.

Finish. Black, lined green, and chromium plated.

Equipment. Inflator, tool bag, two spanners, and rear reflector. White patch on rear mudguard.





B.S.A. Roadster Bicycle

- Frame. 22 in. and 24 in.
 Wheels. 28 in. x $1\frac{1}{2}$ in.
 Tyres. Dunlop ROADSTER.
 Rear Hub. B.S.A., with free wheel.
 Gear. 61.6 in., or to order.
 Gearcase. Oil-bath detachable.
 Pedals. B.S.A. $3\frac{1}{2}$ in. rubber.
 Brakes. Two B.S.A. central pull.
 Saddle. Brooks B.73 L, with solid leather top, or Terry Spring Seat.
 Finish. Black, lined green, and chromium plated. All-black to order.
 Equipment. Inflator, tool bag, two spanners, and rear reflector. White patch on rear mudguard.

The B.S.A. Roadster Bicycle

A popular favourite among ladies, particularly in country districts, for shopping and other excursions where the value of a good reliable bicycle is so much appreciated as a time-saver. Sturdily built yet delightfully easy running this model will give good service for many years. For those who prefer a back-peddalling brake the Eadie Coaster hub can be fitted, while other items of equipment that can be added are the B.S.A. three-speed hub and B.S.A. hub brakes.

Model 820 With Eadie Coaster Hub and front rim brake } £5. 19. 6.

Model 820 A With B.S.A. Free Wheel and two brakes }

Model 820 D With B.S.A. Three-speed hub } £7. 0. 6.

B.S.A. hub brakes 14/- extra Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Tourist and All-Black Bicycles

Model 800 E	With 28 in. wheels	} £6. 19. 6.
Model 802 E	With 26 in. wheels	
Model 800 EX	With 28 in. wheels	} £7. 14s.
Model 802 EX	With 26 in. wheels	
With B.S.A. hub brakes		

B.S.A. All-Black Bicycle

Model 800 G	With 28 in. wheels	} £6. 19. 6.
Model 802 G	With 26 in. wheels	
Model 800 GX	With 28 in. wheels	} £7. 14s.
Model 802 GX	With 26 in. wheels	
With B.S.A. hub brakes		

Lucas 6-volt Dynamo Lighting Set 19/- extra

B.S.A. Tourist & All-Black Bicycles

These B.S.A. models have proved very popular for many years among business men and officials in the public service whose duties take them out-of-doors whatever the weather may be.

Frame. 22 in., 24 in. (26 in. with 28 in. wheels only).

Wheels. 28 in. x 1½ in.

Tyres. Dunlop ROAD-STER.

Rear Hub. B.S.A. Three-speed.

Gearcase. Oil-bath detachable.

Pedals. B.S.A. 4 in. rubber.

Brakes. Two B.S.A. central pull.

Mudguards. D section on All-Black models.

Saddle. Brooks B.73, with solid leather top, or Terry Spring Seat.

Finish. Black, lined green, and chromium plated.

Equipment. Inflator, tool bag, two spanners, and rear reflector. White patch on rear mudguard.





B.S.A. Trichrome Special Bicycle

Frame. 22 in., 24 in., and 26 in.
(28 in. frames with double top
tubes to order, 15/- extra).

Forks. "D" to round blades, with
solid ends.

Wheels. 28 in. x 1½ in. Westwood.

Tyres. Dunlop ROADSTER.

Rear Hub. B.S.A. Three-speed.

Gear. 71.5 normal.

Gearcase. B.S.A. Special oil-bath
detachable.

Pedals. B.S.A. 4 in. rubber.

Brakes. Two B.S.A. central pull.
Braze-on lever lugs.

Mudguards. B.S.A. "D" section. Deep
"D" on All-Weather model.

Saddle. Brooks with solid leather top,
or Terry Spring Seat.

Finish. Black, lined green, and chro-
mium plated.

Equipment. 15 in. x 7/8 in. inflator,
tool bag, two spanners, rear
reflector. White patch on rear
mudguard.

The B.S.A. Trichrome Special Bicycle

A really de luxe type of roadster bicycle with a specification that would be hard to beat, including the famous B.S.A. three-speed hub (three gears at the touch of a lever make your cycling so much easier), the B.S.A. oil-bath detachable gearcase, D section mudguards, and a comfortable Brooks saddle or Terry Spring Seat. It can be supplied as an all-weather model, and with 26 in. wheels and a low bottom bracket for safety in traffic.

Model 866 E £8. 5s.

Model 866 EX With B.S.A. hub brakes £8. 19s.

For 26 in. wheels, low bracket, 69.3 gear (22 in. and 24 in. frames only), order models 872 E and 872 EX.

B.S.A. All-Weather Bicycle

Model 866 G £8. 5s.

Model 866 GX With B.S.A. hub brakes £8. 19s.

For 26 in. wheels, low bottom bracket (22 in. and 24 in. frames only), order models 872 G and 872 GX.

Lucas 6-volt Dynamo Lighting Set 19/- extra





B.S.A. Junior Bicycles

To-day is an age of cycling. Let your children learn to ride at an early age—it will give them confidence and self-reliance, and lots of real pleasure too. B.S.A. Junior Bicycles are sturdily built for hard wear.

Model J 1 Boy's } £3. 11s.
Model J 2 Girl's }

Easy payment terms, 12 monthly payments of 7/1
Hire purchase terms, 5/- down and 1/8 a week

Frame. 16 in. and 18 in. Boy's and Girl's.

Wheels. 18 in. x $1\frac{3}{8}$ in. Westwood.

Tyres. Dunlop JUVENILE.

Pedals. Rubber.

Handlebar. Upturned.

Brakes. Front and rear, operated by roller levers.

Mudguards. Steel.

Saddle. 4-wire.

Finish. Black, maroon or blue to order, and chromium plated.

Equipment. Inflator, tool bag, spanner, carrier and stand.

B.S.A. Juvenile Bicycles

Built just like the famous B.S.A. Sports and Roadster Bicycles these B.S.A. Juvenile models are very popular amongst Boys and Girls from about 10 to 14 years of age. Light and easy running yet sturdily built to give years of hard service, these machines will give your Boy or Girl a lot of pleasure and at the same time good healthy exercise, for there is nothing like cycling for helping growing children to keep fit without fatigue.



B.S.A. Juvenile Bicycles

Frame. 18 in. and 20 in.

Wheels. 24 in. x $1\frac{3}{8}$ in. with 18 in. frame. 26 in. x $1\frac{1}{2}$ in. with 20 in. frame.

Tyres. Dunlop JUVENILE.

Rear Hub. B.S.A. with free wheel.

Brakes. Two roller lever.

Saddle. Brooks.

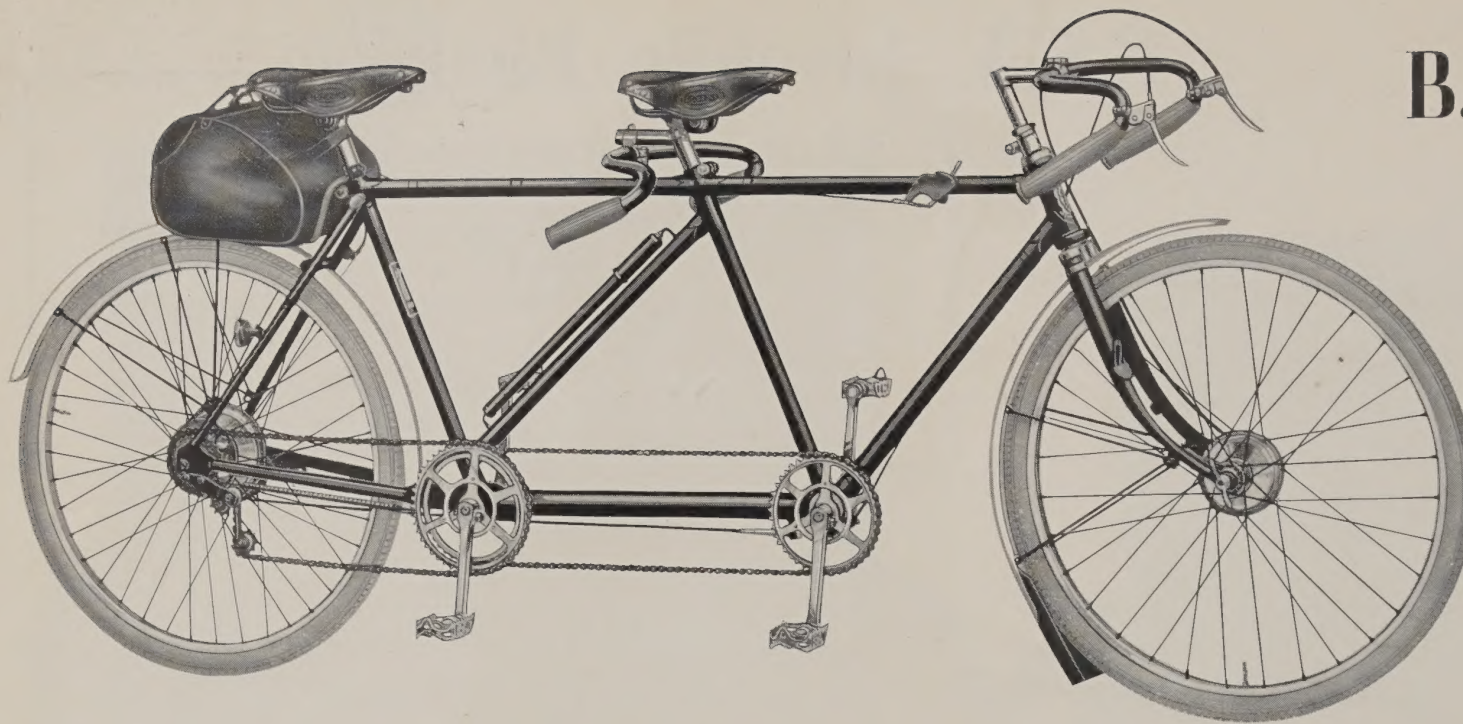
Finish. Black, lined green, and chromium plated.

Equipment. Inflator, tool bag, two spanners, and rear reflector. White patch on rear mudguard.

Model 830 A Boy's
Model 831 A Girl's

£4. 16. 6.

B.S.A. Three-speed hub 21/- extra



B.S.A. Tandems

The B.S.A. short wheelbase tandem, built from specially designed fittings, has proved an extremely popular machine on account of its wonderful quality specification.

Model T 81 £16.

Model T 82 £17. 13s.
With Cyclo or Trivelox Three-speed gear,
54 in., 69 in., 89 in.

Model T 83 £16. 11s.
(Lady-back)

Model T 84 £18. 4s.
(Lady-back)

With Cyclo or Trivelox Three-speed gear
B.S.A. caliper rear brake to order, in addition
to two hub brakes, 9/6 extra
Lucas 6-volt Dynamo Lighting Set
19/- extra

B.S.A. Tandems

Frame. Double diamond pattern, built from specially designed fittings. Brazed-up seat lug and brazed-up quick release fork-ends, brazed-up pump pegs, chain hook, lamp bracket and mudguard eyes. Short wheelbase model.

Frame sizes. 20½ in. back, 21 in. front.

Wheels. 26 in. x 1⅜ in. Endrick.

Tyres. Dunlop TANDEM.

Rear Hub. With B.S.A. Free Wheel.

Chain. B.S.A.

Chainwheel. 48T only.

Pedals. B.S.A. lightweight pattern.

Handlebars. Marsh—front, with forward extension on B.S.A. adjustable clip; J handlebar on rear; both celluloid covered.

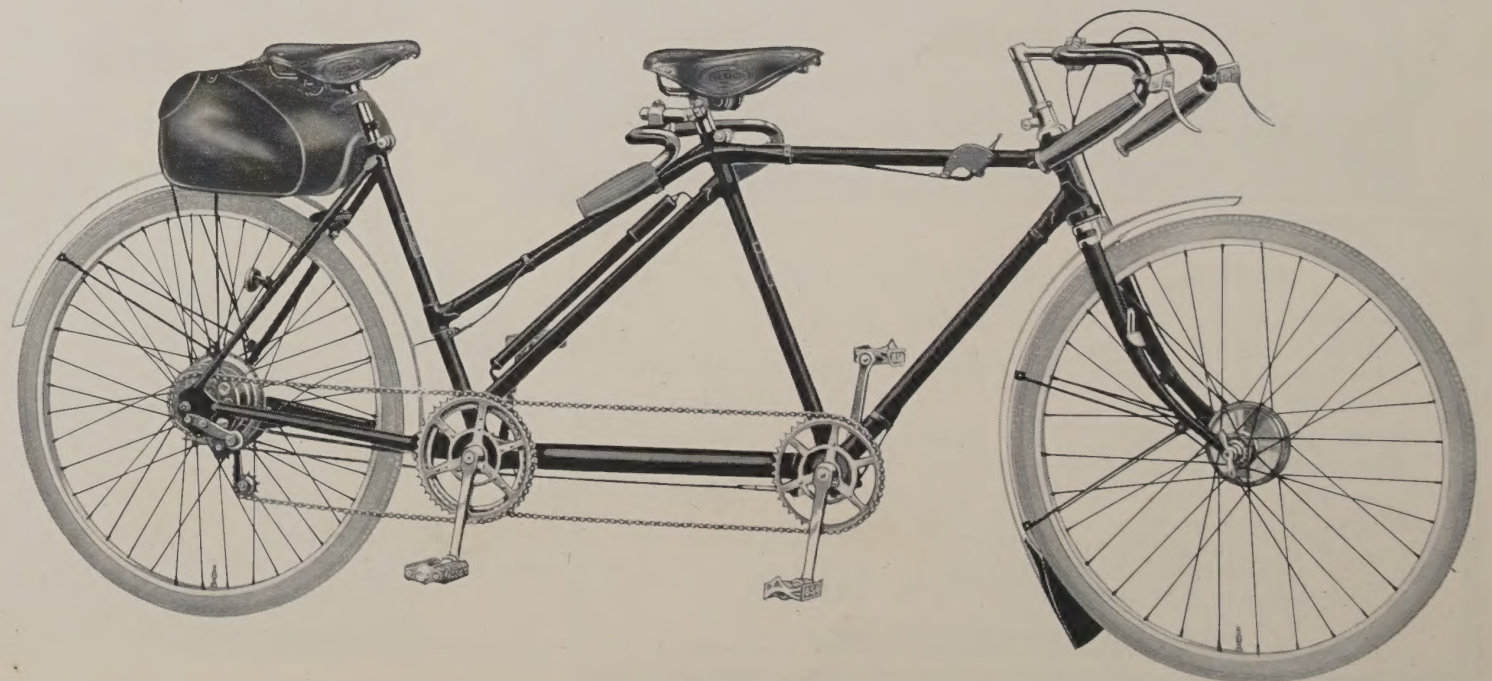
Brakes. Two hub type.

Mudguards. White celluloid, mudflap to front.

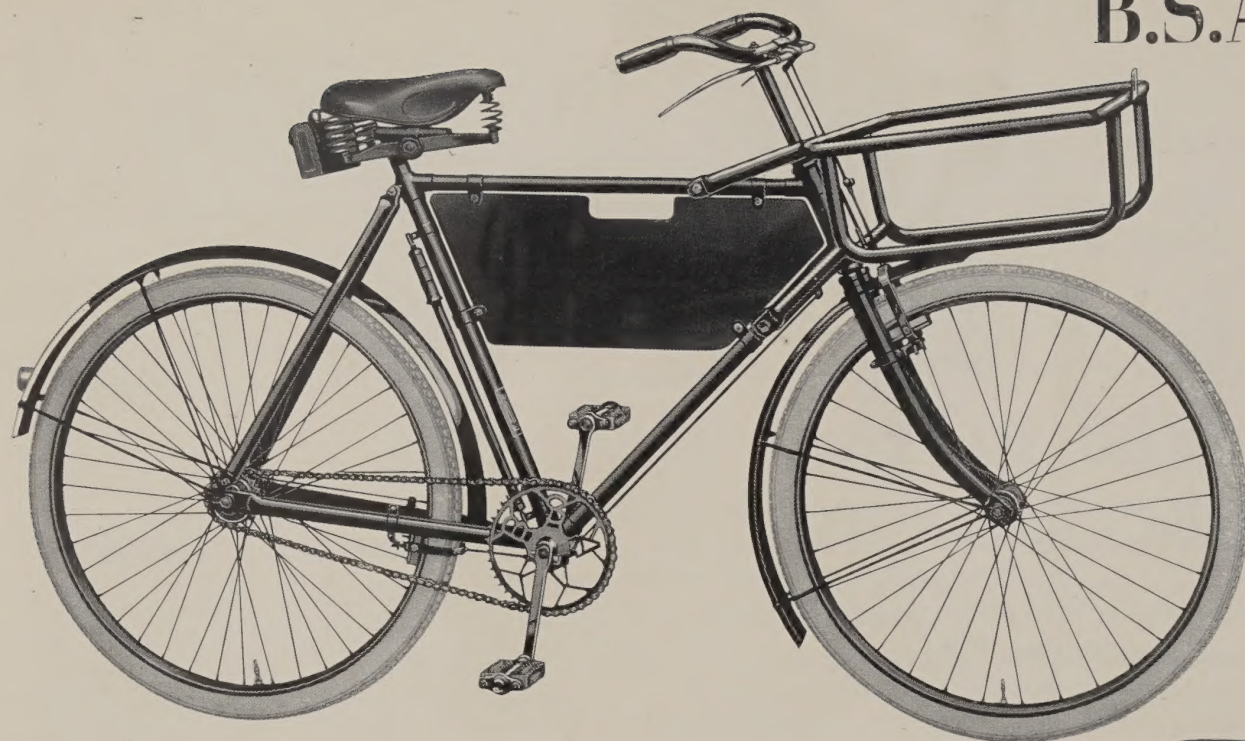
Saddles. Brooks B.15, with solid leather top.

Finish. Black and chromium plated.

Equipment. Inflator, holdall bag and support, Tecalet oil gun, tools, and rear reflector.



B.S.A. Carrier Bicycles



Designed to give trouble-free service day after day for many years these machines are sturdily constructed from the highest quality materials. Delivery service must be reliable, and however arduous the work you can trust a B.S.A.

Model 818 With Eadie Coaster Hub and front rim brake

Model 818 A With B.S.A. Free Wheel and two rim brakes

Model 817 Low Gravity Carrier with 22 in. frame, 18 in. front wheel and 20 in. x 2 in. tyre; front stand; coaster hub and front brake

Model 817 A With B.S.A. Free Wheel and two rim brakes

£7. 14s.

B.S.A. Carrier Bicycles

Frame. 22 in., built of extra heavy steel tube and front forks of strong gauge.

Tyres. Dunlop CARRIER.

Chain. 3/16th x 1/2 in. pitch B.S.A.

Brakes. Two B.S.A. central pull.

Mudguards. Extra heavy.

Saddle. DUNLOP Waterproof.

Carrier. Extra strong, tubular type, 7/8 in. diameter tube, bolted to brazed-on lugs on frame.

Finish. Black. Writing on name plate 9/- extra.

Equipment. Inflator, tool bag, spanners to fit all nuts, cones and cups, rear reflector. White patch on rear mudguard. Strong wicker basket extra.



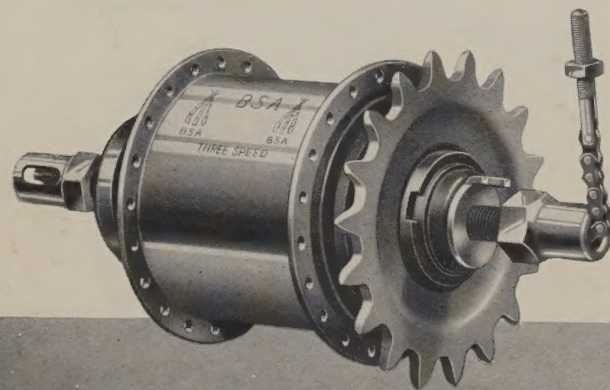
For Greater Ease and Safety in Riding



B.S.A. Three-speed Hub

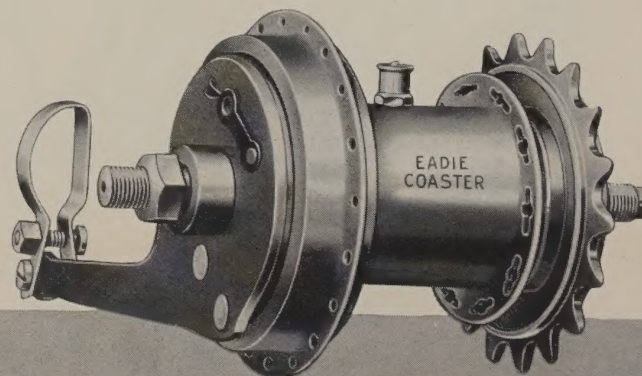
Every cyclist should realise the many advantages of riding a Bicycle fitted with the famous B.S.A. Three-speed hub. The small lever that controls the three gears, and can be flicked in an instant from one position to another, enables you to add appreciably to the pleasures of cycling and to ride more easily and comfortably. As a natural consequence fatigue is minimised, the average rate of speed increased, and longer distances can be travelled—an all round advantage to the user of the B.S.A. Three-speed hub.

The world famous B.S.A. Three-speed Hub is only fitted to B.S.A. Bicycles.



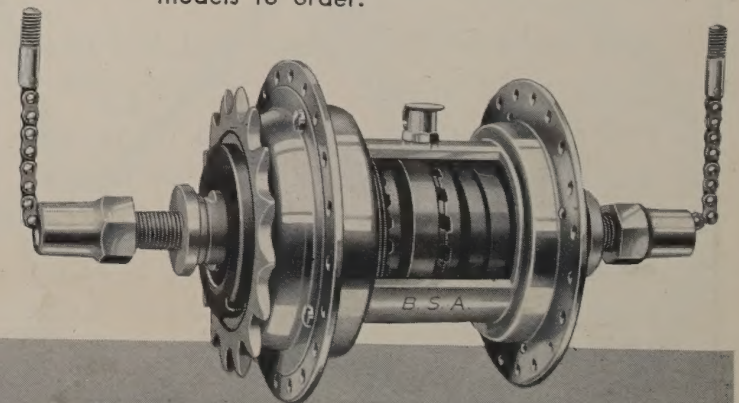
Eadie Coaster Hub

Perfect brake control with a frictionless free wheel—that is the ideal combination that you get in the Eadie Coaster. Slipping is impossible because the drive is positive, the buttress teeth being exceptionally strong and specially shallow so that the clutch takes up the drive instantly and perfectly. The whole power of the brake is always at the rider's service for any emergency, only a slight backward pressure of the pedal being necessary to bring it into operation. The Eadie Coaster Hub is fitted to several B.S.A. Bicycles in this Catalogue, and can be supplied for fitting to any make of bicycle.



B.S.A. D.P. Gear

The B.S.A. Dual-Purpose Gear gives you a fixed drive or free wheel on either of two speeds—just the gear for the club rider who can use the fixed wheel on the level, use the low gear for hill climbing, and flick into "free" when travelling fast downhill. Note particularly that the fixed gear cannot be engaged while free-wheeling. The fixed-free control is mounted on the handlebar and the two-speed change lever on the top tube. The B.S.A. D.P. Gear can be fitted to the B.S.A. Sports model on page 2, the B.S.A. Gold Medal model on page 9 and other models to order.



B.S.A.—The Bicycle with the Quality Specification

B.S.A. has always been known as the Quality Bicycle. Just as every precaution is taken in production, by means of constant supervision and checking with the latest modern instruments and methods known to science to ensure that every B.S.A. is Perfect in Every Part, so every care is taken in the selection of equipment to fit on B.S.A. Bicycles. The quality of B.S.A. components sets the standard for the equipment used on B.S.A. That is why B.S.A. Bicycles are fitted with such items as Brooks or Terry Saddle, Dunlop Tyres and Rims, Bluemels Mudguards and Pumps, John Bull Rubber Grips, Midland Holdall Bags, Ferodo Brake linings and Lucas Dynamo Lighting sets. For the Quality Specification choose B.S.A.

An easy way to buy your B.S.A.

If you prefer to pay for your B.S.A. Bicycle out-of-income you can do it in one of two easy ways.

1. THE HIRE PURCHASE SYSTEM. In this case you pay a deposit according to the table below before taking delivery of your Bicycle and then pay subsequent weekly payments to the B.S.A. Authorised Dealer.
2. EASY PAYMENT SCHEME. All B.S.A. Dealers can supply B.S.A. Bicycles upon this system, and can give delivery after the first of twelve equal monthly instalments has been paid.

Cash Retail Price.	Total Hire Purchase or Easy Payment Price.	Hire Purchase Deposit.	Hire Purchase Terms: Weekly Payments of	Easy Payment Terms: No Deposit 12 Monthly Instalments of	Cash Retail Price.	Total Hire Purchase or Easy Payment Price.	Hire Purchase Deposit.	Hire Purchase Terms: Weekly Payments of	Easy Payment Terms: No Deposit 12 Monthly Instalments of
£ s. d.	£ s. d.	s. d.	s. d.	s. d.	£ s. d.	£ s. d.	s. d.	s. d.	£ s. d.
4 16 6	5 15 9	5 0	2 2	9 8	7 5 0	8 14 0	10 0	3 2	14 6
5 10 0	6 12 0	5 0	2 6	11 0	7 6 6	8 15 9	10 0	3 3	14 8
5 19 6	7 3 6	5 0	2 8	12 0	7 14 0	9 4 9	10 0	3 5	15 5
6 4 0	7 8 9	10 0	2 8	12 5	8 5 0	9 18 0	10 0	3 8	16 6
6 6 0	7 11 3	10 0	2 9	12 7	8 8 0	10 1 6	10 0	3 9	16 10
6 10 0	7 16 0	10 0	2 10	13 0	8 13 6	10 8 3	10 0	3 10	17 4
6 11 0	7 17 3	10 0	2 10	13 1	8 15 6	10 10 6	10 0	3 11	17 7
6 12 6	7 19 0	10 0	2 11	13 3	9 5 0	11 2 0	10 0	4 1	18 6
6 16 6	8 3 9	10 0	3 0	13 8	9 14 6	11 13 6	10 0	4 4	19 6
6 19 6	8 7 6	10 0	3 1	14 0	9 17 6	11 17 0	10 0	4 5	19 9
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B.S.A. Tandems

Cash Retail Price.	Total Hire Purchase or Easy Payment Price.	Hire Purchase Terms: £1 Deposit Weekly Payments of	Easy Payment Terms: £1 Deposit 15 Monthly Instalments of	Cash Retail Price.	Total Hire Purchase or Easy Payment Price.	Hire Purchase Terms: £1 Deposit Weekly Payments of	Easy Payment Terms: £1 Deposit 15 Monthly Instalments of
£ s. d.	£ s. d.	s. d.	£ s. d.	£ s. d.	£ s. d.	s. d.	£ s. d.
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16 11 0	19 17 6	5 10	1 5 2	18 4 0	21 17 0	6 5	1 7 9

Copy of B.S.A. Bicycle Guarantee given by B.S.A. Cycles Ltd. to Dealers in B.S.A. Bicycles.

Every Pedal Bicycle which is sold by us carries the following express agreements which take the place of and exclude all conditions, warranties and liabilities whatsoever which exist either by Common Law, Statute or otherwise. Any statement, description, condition, or representation contained in any catalogue, advertisement, leaflet, or other publication shall not be construed as enlarging, varying or overriding these.

1. We give no guarantee as to performance, quality or fitness for any particular purpose. Should any defect be alleged in material or workmanship within 50 years after purchase of a pedal bicycle from us or our accredited dealers, we undertake on the immediate return of the part which is alleged to be defective to our Works carriage paid, within such period to examine the same and should any fault be found by us on examination to be solely due to defective material or workmanship, we will repair the defective part or supply a new part in place thereof, free of charge. We do not undertake to bear the cost of any work involved in reinstating a repaired or inserting a new part.

2. This guarantee as to material or workmanship does not extend to (1) a second-hand Pedal Bicycle or (2) to a Pedal Bicycle which has been used for "Hiring-out" purposes or (3) a Pedal Bicycle from which our Trademarks or manufacturing numbers have been removed or (4) to a Pedal Bicycle which has carried a greater weight than it is designed to bear, or (5) any fitting, fitment or component made from any special material differing from our standard specifications such as duralumin or other similar light alloy. And this guarantee does not extend to defects caused by racing, wear and tear, dirt, neglect, misuse, or accident.

3. Our responsibility is limited to the terms of this guarantee and we will not be answerable for any contingent or resulting liability or loss arising through any defects or for any claim for labour, material or other expenditure incurred in remedying any defect.

4. When claiming under this guarantee, the claimant must furnish us with the number of the machine, which will be found



Over 70 years reputation
behind these Trademarks
which are your safeguard.

All prices are Strictly Net, and
Cycle Dealers are not per-
mitted to make any allowance.

The prices shown in this Cata-
logue are subject to altera-
tion without notice, and all
orders will be charged for at
the prices ruling at the time
of delivery.

B.S.A. Cycles Limited reserve
the right to alter designs or
any constructional details of
their manufacture at any time
without giving notice.

All B.S.A. Pedal Bicycles carry the famous B.S.A. Trademarks.

B.S.A. CYCLES LTD., Birmingham 11.

Directors: GEOFFREY D. BURTON (Chairman). J. W. BRYAN. W. F. JAMES. J. LEEK.
Telephone: Birmingham Victoria 2381 (9 lines). Telegrams and Cables: "Selcyc, Birmingham."

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stamped on the seat lug of the frame, the name of the dealer from whom he purchased and the date of purchase.

5. This guarantee shall apply to parts repaired or replaced under Clause 1 and such guarantee shall run concurrently with, and shall terminate on the same date as the guarantee under Clause 1, all the aforesaid implied conditions, liabilities, and warranties being excluded.

6. When returning machines for repairs all accessories should be removed. This guarantee shall not apply to any parts of a Pedal Bicycle which are not manufactured by us and all conditions, warranties and liabilities whatsoever implied, either by Common Law, Statute or otherwise relating to such parts are hereby excluded but we will assist the purchaser by any guarantee given to him by the manufacturer of such parts as shall not have been made by us.

CONDITIONS OF SALE

We do not appoint agents in the legal sense for the sale of our cycles or other goods. We assign to Cycle Dealers (styled "Regional" Dealers) who carry on business on their own account, areas in which they have the exclusive or other right to sell goods purchased from us. A Regional Dealer purchasing from us, or a Sub-Dealer purchasing from him may, on our behalf (as our agent for this purpose only) give the guarantee printed above. Any such dealer is not without our express authority to advertise, incur any debts or transact any business whatsoever on our account, nor is he authorised, so as to bind us, to give any warranty or make any representation on our behalf, or to sell subject to or with any conditions other than those contained in such guarantee. All Pedal Bicycles are despatched carriage paid per goods train to the Railway Station nearest to the Dealer's premises (Great Britain only). The Railway Companies decline liability unless damages and shortages are pointed out on delivery. We therefore label each consignment as follows: "It is important that this consignment is examined before accepting delivery from the Railway Company." It is not sufficient to sign "not examined" in cases of damage or shortage. In the case of any damages or shortages we should also be advised on day of receipt without fail.

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